

City Manager's Office Report to
Priorities and Finance Committee
2020 March 10

ISC: UNRESTRICTED
PFC2020-0264

Proclamations and Letter of Recognition Policy

EXECUTIVE SUMMARY

The City Clerk's Office has reviewed The City's Proclamation Policy, Letters of Recognition Policy and Year Long Proclamations Policy and is proposing an updated and comprehensive Proclamations and Letters of Recognition Policy, replacing the three existing policies. The proposed policy intends to establish consistent and transparent terms, criteria and process.

ADMINISTRATION RECOMMENDATION:

That the Priorities and Finance Committee recommend that Council:

- 1) Rescind Council Policy CC015 'Proclamation Policy' (Attachment 1);
- 2) Rescind Council Policy CC012 'Letters of Recognition Policy' (Attachment 2);
- 3) Rescind Council Policy CC020 'Year Long Proclamation Policy' (Attachment 3); and
- 4) Approve the proposed Council Policy 'Proclamations and Letters of Recognition Policy' (Attachment 4).

RECOMMENDATION OF THE PRIORITIES AND FINANCE COMMITTEE, 2020 JUNE 09:

That Council adopt the Administration Recommendations contained in Report PFC2020-0264.

PREVIOUS COUNCIL DIRECTION / POLICY

In 1990 Council approved policy CC015 'Proclamation Policy' and CC012 'Letters of Recognition Policy'. In 1997 Council approved policy CC020 'Year Long Proclamations Policy'. There have been no amendments to these policies since their adoption.

BACKGROUND

Calgary's population has grown in the last 30 years, as has the number of non-profit and charitable organizations and campaigns serving the City. The Mayor, on behalf of Council and the citizens of Calgary, acknowledges the efforts of these groups and causes, with an average 100-130 proclamations and letters of recognition being issued annually.

A review of the existing policies was guided by a desire to capture existing practices, address current trends and expectations, and enhance the procedural documentation to reflect relevant, consistent and transparent recognition of Calgary's non-profit and charitable community. This review will provide a framework of authority within which the City Clerk's Office can operate.

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INVESTIGATION: ALTERNATIVES AND ANALYSIS

Stakeholder Engagement, Research and Communication

The City Clerk's Office conducted a comparative process review with five Canadian municipalities: Brampton, Edmonton, Ottawa, Toronto and Vancouver. There was an overall shared philosophy amongst the six cities (including Calgary) regarding how non-profit groups and charitable causes are recognized. The common theme highlights the importance of recognizing charitable causes or campaigns, and arts and cultural celebrations that make each city a vibrant place to live, while supporting prevailing expectations of an inclusive community.

The City Clerk's Office also engaged with relevant internal stakeholders, including The Office of the Mayor, Office of the Councillors, and The City Manager's Office to understand the various forms of written recognition currently issued by the Mayor and Council.

The proposed policy retains elements of the existing policies while creating efficiencies, transparency and clarity in a number of areas, including: streamlining the policies governing the issue of written recognition to Calgary's non-profit community, providing clarity of terms, criteria and exclusions, and updating the criteria specific to Year Long proclamations. An overview can be found in Attachment 5.

Strategic Alignment

The proposed policy contributes to One Calgary's Citizen Priority: 'A Well-Run City'. Specifically, the policy contributes to the Citizen Service: 'Council and Committee Support'.

Social, Environmental, Economic (External)

The proposed policy intends to enhance community spirit and recognize Calgary's non-profit and charitable organizations that make life better every day for Calgarians.

Financial Capacity

Current and Future Operating Budget:

No impacts on current or future operating budgets.

Current and Future Capital Budget:

No impacts on current or future capital budgets.

Risk Assessment

The issuing of proclamations and letters of recognition by City Council carries great importance for the citizen groups requesting recognition. Ensuring consistency, clarity and transparency via an up-to-date policy mitigates the risk that The City will be perceived as being inconsistent or non-inclusive, or lacking a solid policy on which to make decisions.

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REASON(S) FOR RECOMMENDATION(S):

Rescinding the three existing policies governing the issue of proclamations and letters of recognition and replacing them with one current and comprehensive policy ensures best practices and effective management of this method of citizen recognition.

ATTACHMENT(S)

1. Council Policy CC015 'Proclamation Policy'
2. Council Policy CC012 'Letters of Recognition Policy'
3. Council Policy CC020 'Year Long Proclamations Policy'
4. Proposed Council Policy 'Proclamations and Letters of Recognition Policy'
5. Highlights of Policy Changes